

ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES

100 Years of Excellence

2012

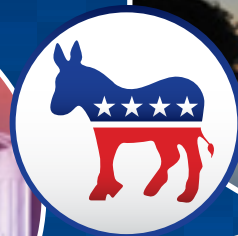
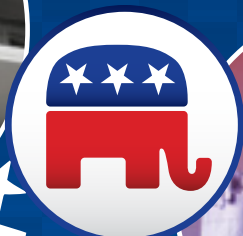
EXHIBIT AND SPONSORSHIP PROSPECTUS

ANNUAL CONVENTION

★ ★ *and* ★ ★

LEGISLATIVE SUMMIT

APRIL 15-18, 2012 • GRAND HYATT HOTEL  
WASHINGTON, D.C.



## FAST FACTS about the convention

- Meet face to face with hundred of engineering industry professionals!
- Network with top decision-makers from engineering firms and facility/infrastructure owners
- Market your products and services to CEOs, IT Professionals, Chief Financial Officers, and other key business decision-makers
- Meet ACEC association executive directors and volunteer leaders

### Do you offer products and services from these industries?

- Accounting firms and financial services providers
- HR services, payroll, executive search, training/development
- Insurance providers, health, disability, professional liability
- Law firms, risk management services
- Management consulting firms, valuation services, mergers/acquisitions
- Software products and technology services
- Technical products, water/wastewater.

Then your company will benefit from participating in the Annual Convention.

ACEC's Annual Convention attracts hundreds of decision makers who hold the purchasing power for the nation's top engineering firms! More than 70% of attendees are engineers, architects, land surveyors, scientists, and other specialists, responsible for more than \$410 billion of private and public works annually. Your company will meet face to face with powerful decision makers from these firms and other Fortune 500 companies - looking for the latest products and services to meet their business needs.

### Attendee Profile:

- 34% Firm Presidents and Vice Presidents
- 30% Principal Engineers
- 8% Firm CEO, CFO, CIO, and COOs
- 5% General Counsel/Attorney
- 23% Other Industry Professionals, including IT, sales and marketing and HR professionals

### Buying Power Facts:

- Over 74% of member firms report that they use outside consultants to purchase their insurance products.
- 98% of firms specify products for transportation, water and wastewater, and buildings/industrial projects.
- At least 55% of firms have each budgeted \$130,000 or more in the next year to spend on new hardware and software. The top 500 firms will each spend an average of over \$750,000. Top software purchases include financial, CAD, data management, BIM and miscellaneous job specific software.
- Our firms report that they "spec out" products/equipment/services on a regular basis and many are complete "engineer-procure-construct" firms. You will want your products in front of these key industry buyers.

### General Information

#### Basic Exhibitor package

1. 6 x 10 booth
2. One table, 2 chairs, wastebasket, back wall pipe and drape and small name sign
3. One full registration
4. Listing in on-site Convention Program (based on date of receipt of contract)
5. Participation in receptions, breakfasts, breaks and exhibit hall giveaway programs.

Member firm booth price: \$3,300

Non-member firm booth price: \$3,500

## Premium Exhibitor Package

Get the attention your firm deserves!

1. Corner/premium booth space! 6 x 10 booth.
2. Food station and special signage adjacent to your booth for Opening Reception in the exhibit hall.
3. Personalized signage designating Premium Exhibitor status.
4. One table, 2 chairs, wastebasket, back wall pipe and drape and small name sign
5. Two full registrations
6. Listing in on-site Conference Program. (Based on date of receipt of contract)
7. Participation in special breaks and exhibit hall giveaway programs.

Member firm price: \$7,000

Non-member firm price: \$7,500

Premium packages are limited and available on a first come, first served basis.

Membership in ACEC can help promote your company and save your firm money. Please contact Nina Goldman at 202-682-4325 or [ngoldman@acec.org](mailto:ngoldman@acec.org) for more information.

### Additional Booth Personnel:

Additional booth personnel must be registered. Additional personnel fee is \$375 per person. This fee includes the Opening Reception, Breakfasts, Lunches, and Refreshment Breaks in the exhibit hall. Optional activity tickets (PAC events, tours, EEA Gala) must be purchased separately.

### Exposition Services:

Each exhibitor is responsible for all booth services and décor which must be obtained from the official exposition services provider, Freeman. Information will be sent to confirmed and paid exhibitors.

### Booth Set Up/Take Down

Booths must be set up between 1:00 and 5:00 p.m. on Sunday April 15. If a booth is not set up by 5:00 p.m., it will be considered a "no show". Refunds will not be available to "no show" exhibitors. Booths may be dismantled no earlier than 1:30 p.m. on Tuesday April 17 and break-down must be completed by 4 p.m. on Tuesday April 17. Early breakdown is not permitted.



### Interacting with Decision Makers:

- Central Exhibit Hall location adjacent to general session and breakout meeting rooms.
- Fantastic Opening Reception in Exhibit Hall area.
- Daily breakfasts and all refreshment breaks located in the Exhibit Hall.
- Exhibitor Networking Tables at the Awards Luncheon on Tuesday. Each exhibitor will have a designated table with sign where you can provide literature and enjoy the Awards program and meal with prospective customers.
- **Exhibit Hall Rewards Program.** Each attendee will receive a "Passport" to complete. Each exhibitor will receive stamps and will stamp attendee passports after a visit to their booth. All attendees who complete and submit their passports will be entered into our drawing, and three lucky exhibit hall attendees will win \$100 gift cards!

### Want Even More Exposure?

1. **Pre or post conference mailing labels** of all registrants with job titles: \$300, or purchase both for \$500
2. **25% discount on advertising in *Engineering Inc. Convention* issue (March/April):** prices vary based on size of ad
3. **Full page digital Compendium ads:** \$1,000

## Sponsorship Packages

Benefits	Supporter \$15,000	Sponsor \$25,000	Premier \$50,000
Complimentary booth	✓	✓	✓
Logo on all promos, mailings, and emails	✓	✓	✓
Pre and post event mailing lists	✓	✓	✓
Special signage	✓	✓	✓
Logo in on-site program	✓	✓	✓
Rights to one minor convention event (coffee break or breakfast)	✓		
Exclusive rights to one major convention event (reception, keynote speaker, luncheon, logo badge lanyard)		✓	✓
Complimentary Compendium ad		✓	✓
Logo on front cover of Compendium			✓
Insert in attendee gift bags			✓
Right to make a promotional offer to attendees			✓
Logo printed on attendee gift			✓
Special email to all attendees promoting sponsor			✓
Complimentary Registrations (total in package)	3	6	11

## PAC Sponsorships

ACEC/PAC Sponsorships are greatly appreciated and help defray fundraising costs for ACEC/PAC, which allows us to dedicate more resources to increasing our industry's ability to educate Congress on our key issues. Sponsors receive recognition throughout the Annual Convention, including the in final program and on convention signage, and in other ACEC media, including Last Word, Engineering, Inc, and the ACEC website. We offer several sponsorship levels and are willing to work with you to design a sponsorship package that best fits your needs.

For more information on ACEC/PAC, please contact Elizabeth Coit, ACEC/PAC Director at 202-682-4322 or [ecoit@acec.org](mailto:ecoit@acec.org).

**Other ideas for sponsorship?** Please contact Nina Goldman at 202-682-4325.



## Booth Selection Procedure

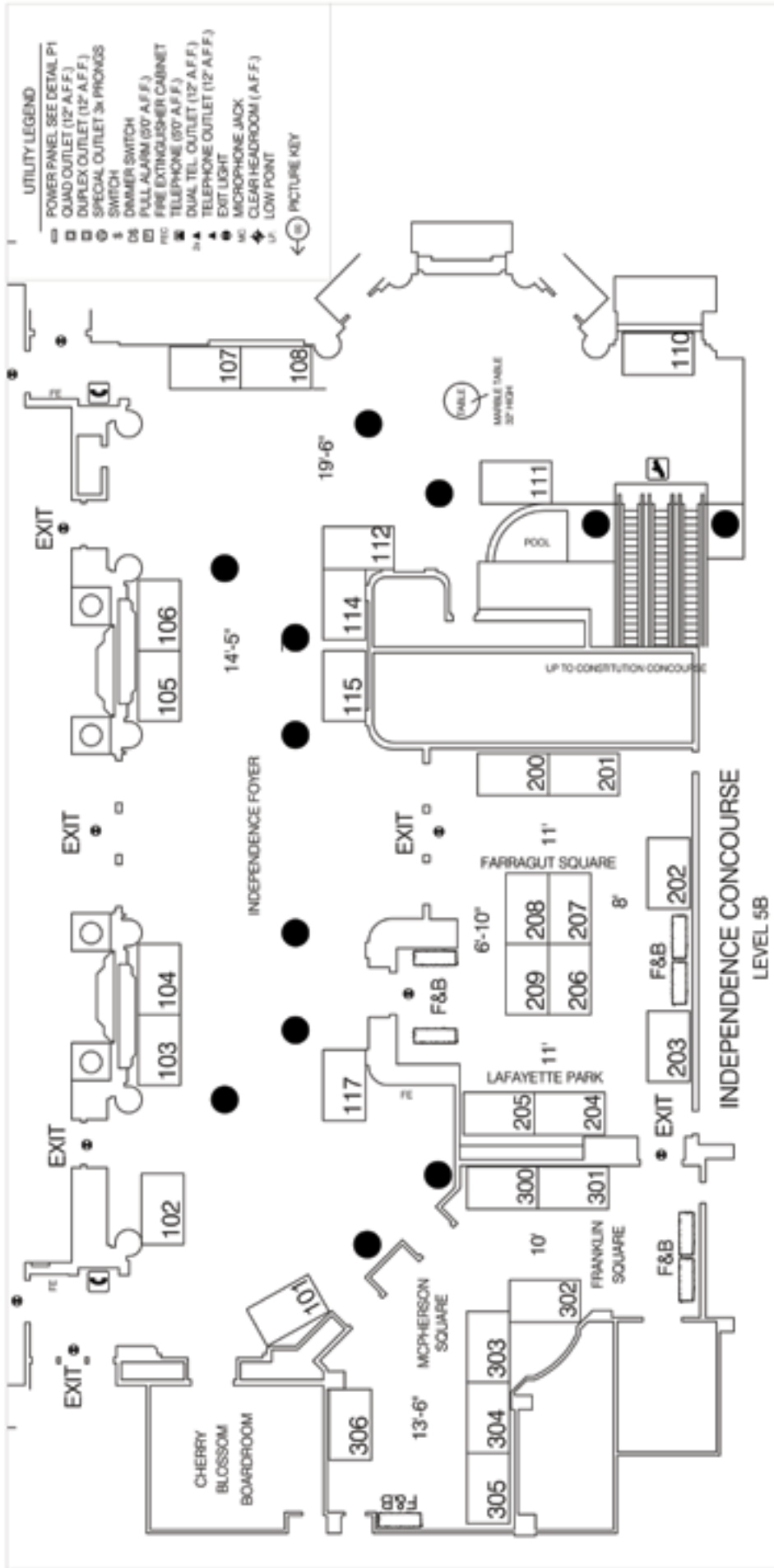
The booth selection procedure is in place, giving regular exhibitors credit for repeat participation and for broad-based support of ACEC. All exhibit booth reservations accompanied by full payment and received on or before the **early bird cut-off date of February 17, 2012** will be eligible to make booth space selections based upon priority ranking determined by several factors. On February 27, 2011 all fully-paid exhibit booth application forms will be tallied using the specified criteria. The company with the highest score will receive their first choice of booth space; the applicant with the second highest score will receive their first choice, unless it was already chosen, in which case they will be assigned their second choice, and we will proceed in this manner until all applicants have selected booths or until all booth spaces are sold.

If booth spaces remain available for sale after this process is complete and all early bird applicants have selected their space, the remaining booth selections will be made on a first-come, first served basis.

## Preliminary Exhibit Hall Hours and Schedule\*

Date	Hours	Function
April 15	1:00 p.m. – 5:00 p.m.	Exhibit Hall Set-Up
April 15	6:00 p.m. – 7:00 p.m.	Welcome Reception
April 16	7:00 p.m. – 9:30 p.m.	Opening Dinner and Entertainment
April 16	7:00 a.m. – 7:45 a.m.	Breakfast in Exhibit Hall
April 16	10:00 a.m. – 10:30 a.m.	Exhibit Hall Networking Break
April 16	3:00 p.m. – 3:30 p.m.	Exhibit Hall Networking Break
April 17	7:00 a.m. – 8:00 a.m.	Breakfast in Exhibit Hall
April 17	10:45 a.m. – 11:15 a.m.	Exhibit Hall Networking Break
April 17	12:30 p.m. – 1:30 p.m.	Networking Luncheon
April 17	1:45 p.m. – 4:00 p.m.	Exhibit Hall Breakdown

\*Please note, this is a preliminary schedule and times are subject to change.



**F R E E M A N**  
NEW YORK

NORTH EAST REGIONAL  
DESIGN CENTER

File Name: ACEC-12\_112111 (6x10)

Show Name	ACEC Annual Convention
Show Date	2012
Facility	Grand Hyatt Washington D.C. Independence Level
Job Number	200887
Arch. Engr.	R. Corbino
Arch. L&L	FREEMAN H&M/NGOEN

**ACEC ANNUAL CONVENTION & LEGISLATIVE SUMMIT**  
April 2012

GRAND HYATT WASHINGTON D.C.  
FARRAGUT SQUARE, LAFAYETTE PARK & INDEPENDENCE FOYER

Inventory as of 11/21/2011	Size	Qty	Sqft
Dimension 6x10	60	31	1,860
	<b>Totals:</b>	<b>31</b>	<b>1,860</b>

Updated: 11/21/11 VL

**DISCLAIMER**

EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. FOR THE RECORD, THE ARCHITECT ASSUMES NO LIABILITY FOR THE LOCATION OF ANY BUILDING COLUMN, UTILITY OR OTHER STRUCTURAL ELEMENTS OF THE FACILITY AS A CONTRACTOR. IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PARTICULARLY INSPECT THE LOCATION OF THE EXHIBITOR'S RESPONSIBILITY FOR ALL COSTS ASSOCIATED WITH CHANGES TO THE FLOOR PLAN REQUIRED BY ANY SUBSEQUENT REVISIONS CONDUCTED AT THE FACILITY.

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For more information about ACEC's 2012 Annual Convention visit <http://www.acec.org/conferences/spring-12/index.cfm>

Nina Goldman  
ngoldman@acec.org  
American Council of Engineering Companies  
1015 15<sup>th</sup> Street 8th Floor  
Washington, DC 20005-2605  
Phone: 202-682-4325 Fax: 202-789-7220 (secure)

# Exhibit Booth and Sponsorship Reservation Form

## Company and Contact Information

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Booth Personnel Names (if different) \_\_\_\_\_

### For Correspondence

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

### For Publication in On-Site Program

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

## Exhibit Booth Rates\*

See reverse to view terms and conditions. You may purchase a maximum of three (3) spaces.

Circle One:

### Basic Exhibit Package

ACEC Member: \$3,300

Non-member: \$3,500

### Premium Exhibit Package

ACEC Member: \$7,000

Non-member: \$7,500

Booth Number, please provide 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> choice

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

## Sponsorship Packages

- Premier Sponsor: \$50,000 **Exclusive!**
- Sponsor: \$25,000
- Supporter: \$15,000
- Relaxation Station Sponsor: \$10,000

## Add-On Options

- Pre OR post event mailing labels: \$300 or \$500 for both
- Compendium full page ad: \$1,000 (deadline 3/2/12)
- Compendium front cover logo: \$800

## Payment

Payment in full is required with this submission. ACEC will not process without full payment.

Exhibit Booth(s) Total \_\_\_\_\_

Additional Personnel @\$375 Each \_\_\_\_\_

Sponsorship Total \_\_\_\_\_

Add-Ons Total \_\_\_\_\_

Total Due: \_\_\_\_\_

\_\_\_ Check Enclosed – Payable to ACEC

OR

\_\_\_ Bill my: [Visa] [MasterCard] [AmEx]

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature\* \_\_\_\_\_ Date \_\_\_\_\_ Phone \_\_\_\_\_

*\*By signing, I agree to pay the stated amount; read and will abide by the terms and conditions (on the back of this document) as provided by ACEC.*

Mail or Fax Completed Application and Signature to:

ACEC Advertising, 1015 15<sup>th</sup> Street, NW, 8<sup>th</sup> Floor, Washington, DC 20005-2605

Fax: 202-789-7220 · (Secure fax for credit card orders) Phone: 202-347-7474

# ACEC 2012 Annual Convention Exposition Terms and Conditions

## 1. Assignment of Exhibit Space:

ACEC has established an Exhibitor Point System to allocate exhibit space. Points will be awarded in two categories: historical support and 2011 event underwriting support. Points are recalculated each year. The points system is used mainly as a guide for booth assignment, but in the event there are more exhibitors requesting space than is available, it will also be used to determine who will obtain exhibit space.

## 2. Exhibit Space Rental Rates:

All spaces are 8' x 10' in size. Rental fees are \$3,300 for ACEC members and \$3,500 for non ACEC members. Premium exhibit spaces are reserved for Premium exhibitors and are assigned at ACEC's discretion. Each exhibitor is allowed a maximum of three spaces.

## 3. Subleasing

Exhibitors may not sublet their exhibit space, nor any part thereof, nor exhibit, offer for sale, or advertise articles not manufactured or sold by the exhibiting company, except where such articles are necessary for proper demonstration or operation of the exhibitor's display, in which case the identification shall be limited to the manufacturer's regular nameplate. Exhibitors may not permit non-exhibiting company representatives to operate from their booth. This booth rental is for exclusive use of Exhibitor's company and its products and services. Rulings of ACEC shall, in all instances, be final with regard to use of exhibit space.

## 4. Occupancy Default

Any exhibitor failing to occupy space contracted for shall not be relieved of the obligation of paying the full rental charge of such space. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by ACEC, and reallocated or reassigned for such purposes or use as ACEC may see fit.

## 5. Cancellation or Change of Exposition

In the event that the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of ACEC or its agents, the Exposition may be canceled or moved to another appropriate location, at the sole discretion of ACEC. ACEC shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of a cause or causes not reasonably within the control of ACEC. Causes for such action beyond the control of ACEC shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Grand Hyatt Hotel, municipal, state or federal laws, or acts of God. Should ACEC terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising thereof. Refunds in the event of termination shall be made to exhibitors in the amount of the original exhibit fees less prorated adjustments based on ACEC costs incurred from staging the Event.

## 6. Cancellation by Exhibitor

In the event of cancellation by an exhibitor, ACEC shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

Through March 15, 2012, 50% of total booth rental/sponsorship fee;

After March 15, 2012, 100% of total booth rental/sponsorship space fee.

ACEC must receive written notification of the cancellation by mail or facsimile. Date cancellation notice is received by ACEC will determine above assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, ACEC reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.

## 7. Limitation of Liability

Exhibitor agrees to make no claim for any reason whatsoever against ACEC, ACEC's official exhibit services provider or official conference hotel for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Exposition as scheduled; nor for any action or omission of ACEC. Exhibitors are solely responsible for their own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood that all property of exhibitors are in their care, custody, and control in transit to, or from, or within the confines of the exhibit hall. ACEC shall bear no responsibility for the safety of the exhibitors, their personnel, employees, agents or representatives or personal property.

## 8. Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to ACEC or its agent or representative upon request.

## 9. Installing, Exhibiting, Dismantling

Hours and dates for installing, exhibiting and dismantling shall be those specified by ACEC. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material for the Exposition before the specified conclusion of the dismantling period set by ACEC. Exhibitors are required to adhere to exposition hours. **No early breakdown will be permitted.** If exhibitors leave the Exposition before teardown time, it will result in a fine of \$1,000 and exclusion from future participation.

## 10. Damage to Property

Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment.

## 11. Flammable Materials

No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations, may be used in any booth.

## 12. Noise and Odors

Noisy or obstructive work will not be permitted during open hours of the Exposition, nor will noisily operating displays, nor exhibits producing objectionable odors. ACEC shall have sole discretion in determining what is noisy, obstructive or objectionable.

## 13. Obstruction of Aisles or Booths

Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by ACEC.

## 14. Attendance

Admission policies shall remain, at all times, the prerogative of ACEC and may be revised or amended to suit unforeseen conditions.

## 15. Booth Personnel

One exhibitor representative will be issued a complimentary Full Convention registration with each 8' x 10' space purchased. This badge allows access to all ACEC Convention functions open to Convention registrants. Any additional booth personnel must be registered for the Convention as Full Convention registrants or Additional Booth Personnel (\$375 per person). Booth Personnel shall wear badge identification furnished by ACEC at all times while they are in the exhibit area. ACEC reserves the right to restrict or limit the number of booth representatives. All exhibits must have personnel present during show hours.

## 16. Height and Non-Blocking Regulations

All exhibit display construction design must conform to the regulations set forth in the information supplied to each exhibitor by ACEC's official exhibit services provider.

## 17. Electrical Safety

All wiring on booths or display fixtures must meet underwriters' rules and standard fire department inspection.

## 18. Display

ACEC shall have full authority for approval or arrangement and appearance of items displayed. ACEC may, at its discretion, require replacement, rearrangement, or redecoration of any item or any booth, and no liability shall attach to ACEC for the costs that may be incurred by exhibitor thereby. Exhibitors with special backgrounds or side dividers must make certain that such material is furnished in such a manner as to not be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished before the scheduled opening of the show, ACEC shall authorize the official decorator to effect the necessary finish and the exhibitor must pay all charges involved thereby.

## 19. Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify ACEC, its employees, agents, or representatives against – and hold them harmless for – all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

## 20. Intellectual Property Infringement

ACEC does not condone intellectual property infringement and will ban any exhibitor from the Exposition if it is determined, based on reasonable inquiry and substantiation, that an exhibitor is infringing upon another party's intellectual property. ACEC shall have no liability with regard to such determination. The exhibitor agrees that it will indemnify and hold harmless ACEC and the Event Facility and the Association from any and all claims, including third party infringement claims.

## 21. Waiver of Rights

Any rights of ACEC under this contract shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of ACEC.

## 22. Relocation and Floor Plan Revisions

ACEC retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

## 23. Amendment and Additional Rules

Any matters not specifically covered by the preceding rules shall be within the sole purview of ACEC. ACEC may, at any time, amend or add further rules to these terms. ACEC reserves the right to reject any application, or cancel any contract, for exhibit space for any reason.

## 24. Agreement to Rules

Exhibitor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing rules and those provided and contained in the Exhibitor Prospectus, and by any amendments and additional rules that may be put into effect by ACEC.

Official representative for exhibiting company:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name